



FOR IMMEDIATE RELEASE:

April 28, 2008

FACT SHEET

MAYOR SANDERS ANNOUNCES CONTINUED ALLIANCE TO BENEFIT SAN DIEGO PROJECT HEART BEAT

Program Helps Educate Public and Private Enterprises About Need for Life-Saving Automatic External Defibrillators (AEDs)

Mayor Jerry Sanders today announced a public/private alliance that will assist and expand San Diego Project Heart Beat (Project Heart Beat), the City's public and early-access defibrillation program designed to help save lives of sudden cardiac arrests victims throughout the communities of San Diego County.

Cardiac Science Corporation, a global leader in the development, manufacture and marketing of diagnostic and therapeutic cardiology products and services, has partnered with Project Heart Beat since 2001. The program has grown so quickly in recent years that Cardiac Science Corporation is renewing their commitment to help Project Heart Beat educate San Diegans about the need to place automatic external defibrillators (AEDs) in as many public and private venues as possible in the region.

SAN DIEGO ONE OF NATION'S LEADERS IN PUBLIC ACCESS DEFIBRILLATION

In the last five years, the City's Public Access Defibrillation (PAD) program—Project Heart Beat—has deployed over 4,000 AED units throughout communities of San Diego County.

In fact, the City's PAD program is viewed as one of the best in the nation. It was voted best "Large Community Program" in October 2003 by the National Center for Early Defibrillation for its organization and success—a title the City still holds today.

In the last seven years, Project Heart Beat has helped save 48 lives. The AEDs help increase survival rate from the country's leading cause of death, sudden cardiac arrest.

HOW DOES THE ALLIANCE WORK?

Over the next five years, Cardiac Science will assist the City, through San Diego Medical Services Enterprise, to manage and operate Project Heart Beat for education and outreach materials to further help save lives throughout the community.

The goal of the alliance is realized in San Diego's PAD program, carried out by Project Heart Beat. The specific goal of the program is to improve the survivability of sudden cardiac arrest victims in San Diego by placing AEDs everywhere a life can be saved, and by making AEDs as accessible as fire extinguishers in any and all public and private venues including:

- City and county facilities
- Businesses
- Tourist attractions and facilities
- Healthcare facilities
- Educational facilities

Project Heart Beat offers every element needed to establish one of these life-saving on site programs easily, affordably and successfully.

- They offer the communities of the San Diego region the highest-end quality AED at the most reasonable price.
- Through their American Heart Association Training Center they offer certification courses in CPR/AED and First Aid.
- Their Program Management services assist with the compliance requirements for the use and placement of AEDs in any venue.

SAN DIEGO PROJECT HEART BEAT

- The mission of Project Heart Beat is to have an AED in all public venues where a fire extinguisher is required.
- Over 250 AEDs have been placed in City facilities, including all recreation centers, pools, golf courses, tennis centers and most branch libraries.
- Countywide 48 lives have been saved to date because of Project Heart Beat. These are lives saved strictly through Project Heart Beat program participants.
- Project Heart Beat has helped nearly 30 major municipalities emulate a PAD/AED program similar to San Diego's.